

REMARKS/ARGUMENTS

Favorable reconsideration of this application in view of the above amendments and in light of the following discussion is respectfully requested.

Claims 1, 3-12, 14, and 16-20 are presently pending in this case. Claims 1, 8, 14, and 16 are amended, and Claims 2, 13, and 15 are canceled without prejudice or disclaimer. No new matter is added.¹

In the outstanding Office Action, Claim 13 was rejected under 35 USC §112, second paragraph as being indefinite; Claims 1-7, 13 and 14 were rejected under 35 USC §102(e) as anticipated by or, in the alternative, under 35 USC §103(a) as obvious over Lenchik (US Patent 6,658,272); Claims 1-7 and 13-16 were rejected under 35 USC §103(a) as unpatentable over Lenchik in view of Barrus (US Patent 7,002,604 B1); Claims 8-12 were rejected under 35 USC §103(a) as being unpatentable over Lenchik in view of Bergstedt (US Patent 6,750,886 B1); and Claims 17-20 were indicated as being allowable over the cited prior art.

Applicant acknowledges with appreciation the indication of allowable subject matter.

With respect to the rejection of Claim 13 under 35 U.S.C. § 112, second paragraph, Claim 13 is canceled without prejudice or disclaimer. It is submitted that the cancellation of Claim 13 renders the rejection under 35 U.S.C. § 112, second paragraph moot. It is respectfully requested that this rejection be withdrawn.

It is respectfully requested that the rejection of Claims 1-7, 13, and 14 under 35 U.S.C. § 102(e) as anticipated by or, in the alternative under 35 U.S.C. § 103(a) as obvious over Lenchik be withdrawn.

Claim 1 relates to an information display device. Claim 1 recites that the information display device includes a planar display unit that includes a display for displaying content, a

¹ See, for example, Claim 2 as originally filed, Claim 15 as previously filed, and page 12, line 3 to page 14, line 12 of the specification as originally filed.

planar main unit, and a controller configured to change the display state of the content on the display. Claim 1 further recites that the planar display unit and the planar main unit are configured to rotate from a closed position to an open position around a rotating shaft and relative to each other such that the display and the planar main unit top face rotate in parallel planes.

Prior to the present amendment, dependent Claim 2 recited that the controller changes the direction of the content being displayed on the display in accordance with the angle of rotation of the planar display unit relative to the planar main unit. Also prior to the present amendment, dependent Claim 15 recited that a content direction of the content being displayed is rotated by an angle equal to the angle of the rotation of the display unit. The subject matter of dependent Claims 2 and 15 is incorporated into amended independent Claim 1, and dependent Claims 2 and 15 are canceled without prejudice or disclaimer. Specifically, amended independent Claim 1 further recites that the controller rotates a content direction of the content being displayed by an angle equal to an angle of rotation of the planar display unit relative to the planar main unit.

Turning to the applied art, Lenchik relates to a self-configuring multiple element portable electronic device. Figures 1 to 8 of Lenchik illustrate a device 100 being manipulated from a portrait configuration (Figure 4) to a landscape configuration (Figure 8).² Lenchik also describes that a joint 112 allows the device 100 to sense the relative positions of a first element 104 and a second element 106. Lenchik states that “[b]ecause of this ability to determine the relative positions, both the display device 120 and the inputs 115 may be configured by the portable electronic device 100 into either a landscape mode or a portrait mode.”³ Lenchik further describes “the changing of the orientation of display graphics or

² See Lenchik at column 2, line 59 to column 3, line 25.

³ See Lenchik at column 4, lines 12-15.

text.”⁴ However, Lenchik fails to describe or suggest a controller that rotates a content direction of a content being displayed by *an angle equal to an angle of rotation of a display unit relative to a planar main unit*.

The Office Action acknowledges that “Lenchik et al. fail to disclose the directional mode of the content being displayed with respect to the rotation of the display unit.”⁵ Indeed, Figures 1-8 of Lenchik demonstrate a series of manipulations that take the first element 104 through several 180° rotations relative to the second element 106 in order to move from a portrait position to a landscape position. However, the orientation of displayed graphics or text on the element 140 is only shifted by 90° when the device 100 is shifted from a portrait configuration to a landscape configuration. Figures 14-19 of Lenchik illustrate a second embodiment of the device 100 in which the joint 112 is a ball type joint having a ball 147 rotatably received in a socket 162.⁶ Figure 19 of Lenchik illustrates two resulting predetermined positions of the first element 104 in relation to the second element 106. Once again, element 104 has been rotated through a 180° angle, however the orientation of the text displayed on element 104 would only be rotated by 90°. Changing the orientation of displayed graphics or text by 90° when the first element 104 has been rotated 180° with respect to the second element 106 is not rotating a content direction of a content being displayed by *an angle equal to an angle of rotation of a planar display unit relative to a planar main unit*. Accordingly, Lenchik fails to disclose or suggest each limitation recited in amended independent Claim 1.

Likewise, amended independent Claim 14 recites that a content direction of the content being displayed is rotated by *an angle equal to the angle of rotation of the display unit*. Thus, Lenchik also fails to disclose or suggest each limitation recited in amended

⁴ See Lenchik at column 4, lines 17-20.

⁵ See the outstanding Office Action at page 8, lines 16-17.

⁶ See Lenchik at column 6, lines 36-45.

independent Claim 14. It is respectfully requested that the rejection of Claims 1-3, 13 and 14 as anticipated by or as obvious under Lenchik be withdrawn.

It is respectfully requested that the rejection of Claims 1-7 and 13-16 under 35 U.S.C. § 103(a) as unpatentable over Lenchik in view of Barrus be withdrawn.

As discussed above, amended independent Claim 1 recites a controller that rotates a content direction of the content being displayed by *an angle equal to an angle rotation of a planar display unit relative to a planar main unit*, and amended independent Claim 14 recites that a content direction of a content being displayed is rotated by *an angle equal to the angle of rotation of a display unit*. The Office Action acknowledges that “Lenchik et al. fail to disclose the directional mode of the content being displayed with respect to the rotation of the display unit.”⁷ However, the Office Action applies Barrus in an attempt to cure the deficiencies in Lenchik, asserting that “Barrus et al. disclose a method and system that provides rotation of an image on a display screen ... Barrus et al. disclose that the display modes are defined relative to the base mode, i.e. the display screen mode, wherein each mode can be defined by any coordinate system.”⁸ The Office Action also asserts that it “would have been obvious to a person of ordinary skill in the art at the time the invention was made to disclose the directional mode of the content being displayed with respect to the rotation of the display unit as taught by Barrus et al. in the device of Lenchik et al.”⁹ However, the Office Action fails to make a *prima facie* case of obviousness in making this rejection. In order to establish a *prima facie* obviousness of a claimed invention, all the claim limitations must be taught or suggested by the prior art. *In re Royka*, 490 F.2d 981, 985, 180 USPQ 580, 583 (CCPA 1974). In the present application, even the combination of Barrus and Lenchik fails to teach or suggest rotating a content direction of content being displayed by *an angle equal to an angle of rotation of a planar display unit relative to a planar main unit*.

⁷ See the outstanding Office Action at page 8, lines 16-17.

⁸ See the outstanding Office Action at page 8, line 19 to page 9, line 2.

⁹ See the outstanding Office Action at page 9, lines 3-5.

Barrus describes a handheld electronic device 10 that includes a device housing 20 and a display screen 30.¹⁰ The device 10 is operated by mechanical buttons or function keys 40 located on the device housing 20.¹¹ Figure 7 of Barrus illustrates four different viewing modes that can be selected by a user of the device. Specifically, a graphics library 64 has code for generating image data initially in a landscape mode, or base viewing mode, 80.¹² All other modes, or alternative viewing modes, 82, 84, and 86 reference the base viewing mode 80 and then translate on the fly the screen coordinates for its particular mode.¹³ Figures 3-6 of Barrus show various device 10 and display screen 30 rotations.¹⁴ However, neither Barrus nor Lenchik disclose or suggest that a content direction of the content being displayed is rotated by *an angle equal to an angle of rotation of a planar display unit relative to a planar main unit*.

As discussed above, Lenchik describes a device 100 that can be manipulated from a portrait configuration to a landscape configuration. As can be seen in Figure 19 of Lenchik, the first element 104 rotates through a 180° angle relative to the second element 106 when moving from a portrait configuration to a landscape configuration. Figure 3 of Barrus illustrates an image 50 in a landscape mode 80, and Figure 4 of Barrus illustrates an image 50 after it has been rotated to a portrait mode 82.¹⁵ Barrus states that “[p]ortrait mode 82 is a graphical representation of landscape mode 80 that has been physically rotated 90°.”¹⁶ Therefore, at best, if the screen rotation described in Barrus were to be combined with the self-configuring multiple element portable electronic device 100 described in Lenchik, the result would be a device 100 in which the second element 104 rotates 180° relative to the second element 106 from a landscape configuration to a portrait configuration, while the

¹⁰ See Barrus at column 2, lines 49-50.

¹¹ See Barrus at column 2, lines 51-53.

¹² See Barrus at column 5, lines 10-12.

¹³ See Barrus at column 5, lines 12-15.

¹⁴ See Barrus at column 4, lines 32-33.

¹⁵ See Barrus at column 4, lines 32-53.

¹⁶ See Barrus at column 4, lines 46-48.

screen rotation of Barrus would physically rotate an image 50 by 90° . Thus, the angle of rotation of an image displayed on the first element 104 would not be equal to an angle of rotation of the first element 104 relative to the second element 106. Accordingly, even the combined teachings of Barrus and Lenchik fail to disclose or suggest a controller that rotates a content direction of a content being displayed by *an angle equal to an angle of rotation of a planar display unit relative to a planar main unit*, as recited in amended independent Claim 1. Nor does the combination of Lenchik and Barrus describe or suggest a content direction of a content being displayed is rotated by *an angle equal to an angle of rotation of the display unit*, as recited in amended independent Claim 14. Therefore, it is respectfully requested that the rejection of Claims 1-7 and 13-16 as unpatentable over Lenchik in view of Barrus be withdrawn.

It is respectfully requested that the rejection of Claims 8-12 as unpatentable over Lenchik in view of Bergstedt be withdrawn.

Claim 8 relates to an information selecting and displaying method. Claim 8 recites that the information selecting and displaying method includes displaying, by an information display device, a content extracted into a semiconductor memory in an extracting. Amended independent Claim 8 further recites that the displaying includes rotating a content direction of the content being displayed *by an angle equal to an angle of rotation of a planar display unit relative to a planar main unit*. As discussed in detail above, Lenchik fails to describe or suggest this feature. Bergstedt fails to cure the deficiency in Lenchik. Bergstedt is directed to a method for displaying information on a display area of a screen of an electronic device. Bergstedt describes a five step method that includes (i) displaying information on a display area of a monitor, (ii) a user interacting with an interface device, (iii) displaying a subsequent page in a display area in response to a signal, (iv) displaying a visual queue, and (v) a user

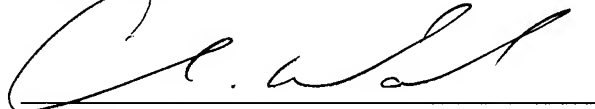
decision step in which the user determines whether more information should be displayed.¹⁷ However, Bergstedt is silent as to rotating a content direction of a content being displayed. Accordingly, even the combination of Lenchik and Bergstedt fails to disclose or suggest a displaying that includes rotating a content direction of a content being displayed by an angle equal to an angle of rotation of a planar display unit relative to a planar main unit. It is respectfully requested that the rejection of Claims 8-12 as unpatentable over Lenchik in view of Bergstedt be withdrawn.

Consequently, for the reasons discussed in detail above, no further issues are believed to be outstanding in the present application, and the present application is believed to be in condition for formal allowance. Therefore, a Notice of Allowance for Claims 1, 3-12, 14, and 16-20 is earnestly solicited.

Should the Examiner deem that any further action is necessary to place this application in even better form for allowance, the Examiner is encouraged to contact the undersigned representative at the below listed telephone number.

Respectfully submitted,

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¹⁷ See Bergstedt at column 3, lines 23-58.